

| | | | | | | |
|------------|------|--------|-----|----------------|--------------------|--------|
| Rep Order# | Ver# | Status | New | Traffic Order# | Printed: | 1 of 3 |
| 6867969 | 1 | New | | | 10/25/2012 5:58 PM | |

Last Received: 10/25/2012 1:48 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () NATIONAL RIFLE ASSN
Product NATIONAL RIFLE ASSN
Estimate# 3474
Buyer AMAG MediaAssistant
Phone#
Fax#

| | | | |
|-------------------------|---|---------------------------|------------------|
| Agency | () AMERICAN MEDIA & ADVOCACY GROUP 815 SLATERS LANE ALEXANDRIA, VA 22314 | Rep Firm | () PHILADELPHIA |
| Agency C/P1/P2/E | 137/490/3474 | Sales Office | () ANJIE BRADY |
| Flight Dates | 10/29/2012 - 11/05/2012 | Salesperson | () ANJIE BRADY |
| Hiatus Weeks | | Salesperson Phone# | 215-567-6005 |
| | | Salesperson FAX# | 215-567-5938 |

--- CONTRACT COMMENT ---

$$*_{\mathcal{U}} = \mathcal{U}$$

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----------------------|-----|-------|-------------|----------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | --- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | 1 | M | 1135P-1235A | TONITE SHW-NBC | :30 | \$1,000.00 | 10/29-10/29 | 2 | 1 | 2 | \$2,000.00 | |
| Rating: 2.7 | | | | | | | | | | | | |
| Buyline Comment: 192 | | | | | | | | | | | | |
| | 2 | TU | 1135P-1235A | TONITE SHW-NBC | :30 | \$1,000.00 | 10/30-10/30 | 2 | 1 | 2 | \$2,000.00 | |
| Rating: 2.7 | | | | | | | | | | | | |
| Buyline Comment: 192 | | | | | | | | | | | | |
| | 3 | W | 1135P-1235A | TONITE SHW-NBC | :30 | \$1,000.00 | 10/31-10/31 | 2 | 1 | 2 | \$2,000.00 | |
| Rating: 2.7 | | | | | | | | | | | | |
| Buyline Comment: 192 | | | | | | | | | | | | |
| | 4 | TH | 1135P-1235A | TONITE SHW-NBC | :30 | \$1,000.00 | 11/01-11/01 | 2 | 1 | 2 | \$2,000.00 | |
| Rating: 2.7 | | | | | | | | | | | | |
| Buyline Comment: 192 | | | | | | | | | | | | |
| | 5 | F | 1135P-1235A | TONITE SHW-NBC | :30 | \$1,000.00 | 11/02-11/02 | 2 | 1 | 2 | \$2,000.00 | |
| Rating: 2.7 | | | | | | | | | | | | |
| Buyline Comment: 192 | | | | | | | | | | | | |
| | 6 | M | 1135P-1235A | TONITE SHW-NBC | :30 | \$1,000.00 | 11/05-11/05 | 2 | 1 | 2 | \$2,000.00 | |
| Rating: 2.7 | | | | | | | | | | | | |
| Buyline Comment: 192 | | | | | | | | | | | | |

EC'd Yes Last Received: 10/25/2012 1:48 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () AMERICAN MEDIA & ADVOCACY GROUP Rep Firm () PHILADELPHIA
Advertiser () NATIONAL RIFLE ASSN 815 SLATERS LANE Sales Office ()
Product NATIONAL RIFLE ASSN ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 3474 Agency C/P1/P2/E 137/490/3474 Salesperson Phone# 215-567-6005
Buyer AMAG MediaAssistant Flight Dates 10/29/2012 - 11/05/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks
Fax#

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|-----|-------------|------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| | 15 | SU | 1145P-1230A | WAVY NWS PST NFL | :30 | \$2,500.00 | 11/04-11/04 | 1 | 1 | 1 | \$2,500.00 | |

Rating: 6.3

---REPORT TOTALS---

Report Totals: 29 / \$25,700.00

---SALES MONTHLY TOTALS---

Nov 12: 29 / \$25,700.00
Sales Totals: 29 / \$25,700.00
Station Totals: 29 / \$25,700.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | |
|---------------|----------|---------|----------|---------|---------|----------|
| Market Totals | \$71,389 | CATV 0% | WAVY 36% | WGNT 3% | WPXV 0% | WTKR 24% |
| | | WTVZ 0% | WVBT 32% | WVEC 5% | | |

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE